

TRAC Meeting: Small Business Subcommittee

July 15, 2010

Member Attendees

Last	First	Company
Berg	Sandra	ARB Board Member
Cox	Charlie	Velocity Vehicle Group
DaSilva	Tom	Lee's Concrete Materials
De Carbonel	Hank	Concrete Pumpers Association
Lee	Richard	Consultant
Leff	Mike	Valley Power Systems
Lujan	Steven	Cascade Sierra Solutions
Macartney	Jeff	Crossroad Equipment and Finance
Nevarez	Ernesto	Tax Preparer and Bookkeeper
Schrap	Matt	California Trucking Association
Shaw	Michael	National Federation of Independent Business
Weitekamp	Stephen	California Moving and Storage Association

Discussion Items

- Universal Definition of Small Business/Small Business Models
- ARB's Outreach Plan Overview
- Priorities and Next Steps

Universal Definition of Small Business/Small Business Models

- ARB Board Member, Sandra Berg, gave an overview of the action items from the last meeting. She discussed the need for a working definition of small business and to understand the broad concepts of different small business models. She identified two formal definitions given by the Small Business Administration (SBA) and also the State of California.
- To get a better understanding of the carrier industry, several members gave brief presentations of the types of industry and carriers.
- Ernesto Nevarez, gave a presentation on the difference between interstate versus intrastate carriers. Mr. Nevarez also gave an overview of the difference between motor carriers and transportation brokers.
- Matt Schrap, California Trucking Association, gave an overview of intrastate carrier industry. He also discussed other differences between interstate and intrastate carriers.

- Hank De Carbonel gave a presentation on small businesses that are not carriers and provide goods and services.
- Members also discussed defining the target small business. These included fleets with 100 employees and 20 trucks and \$10 million in sales and do not have the resources to hire employees that have expertise in compliance with environmental regulations. Members came to the conclusion that there is not just one definition of small business that encompasses all industry types but that messaging and outreach efforts should be focused on fleets of 20 or fewer vehicles regardless of vocation.

ARB's Outreach Plan Overview

- Kathleen Mead, ARB, gave a summary of ARB's Outreach Plan. ARB has completed 3 postcards mailouts using the DMV registration database. Information on the regulations and how to get more information is now in the California Commercial Drivers Handbook. ARB staff has also completed a one-page flyer, brochures, and advertisements in some publications.
- Members asked if there was anyway to measure the impact the outreach that ARB has done. ARB staff replied that there have been spikes in the number of phones calls and hits to the website corresponding with the dates of each of the mailouts.
- ARB staff also presented future outreach plan efforts, which included a timeline with targets outreach dates. The plan sets near term (Phase I) goals focused on financial incentive information, and longer term (Phase II) goals focused on compliance education. The plan includes additional mailouts, specific training courses including upcoming training for dealerships and sellers of vehicles, poster, and advertisements in publications and websites.
- Members provided feedback on ways to reach small businesses. Concepts included: "follow the fuel"; work closer with DMV; work closer with dealers and equipment sellers; and work with associations.
- Members gave additional associations and agencies to contact including the International Warehouse and Logistics Association, the Transportation Intermediaries Association, and the Contractors Licensing Board. Members also had additional suggestions for the poster and flyer including pictures and statements about fines for noncompliance since some fleet owners are not aware of the regulation and may not think they are subject to the rule. Members also suggested working through the local air pollution control districts to pass out information during their inspections.

Priorities and Next Steps

- Members discussed priorities for the next meeting in October. These included types of communication, incentive funding for small businesses, infrastructure for compliance, identifying implementation problems and determining solutions. Other issues for discussion at next meeting included increase costs, regulatory uncertainty, using the website for effective communication, additional outreach material and resources. The next TRAC meeting is planned for October 5 – 6, 2010.